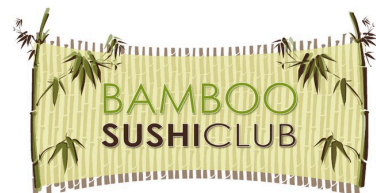




MOBILE AREA COUNCIL 2019 Camp Card Leader's Guide



THE CAMP CARD SALES PLAN

THE CAMP CARD SALE

The Camp Card campaign is designed to help Scouts earn their way to Boy Scout Summer Camp, Boy Scout Winter Camp, Cub Scout/ Webelos Scout Resident Camp, or Cub Scout Day Camp. The sale will begin at your February District Roundtable (February 7th) and end on your May Roundtable (May 2nd), giving units plenty of time to sell Camp Cards and close out their accounts.

Those participating in this program will earn 40% commission (\$2.00) for each \$5.00 Camp Card they sell. This program is RISK FREE. Simply return any unsold cards with your unit settlement on or before your May Roundtable (May 2nd). Camp Cards will be distributed based on the unit's past sales history. For units selling for the first time, your camp card distribution will be based on the size of your unit.

COMMUNITY PARTNERS

Many businesses like Greer's Markets/CashSaver have offered generous one-time discounts that make the sale of this Camp Card "Easy to Sell." Take advantage of this partnership to help your Scouts go to camp.

CAMP CARD: There's a Mobile card and a Baldwin card. Each have great discounts for vendors specific to their areas. All Camp Cards are to be sold for \$5.00 each and the discounts can be used only once. Each Scout should receive 10 cards to start. You can sell either or both district cards. Appeal to all potential customers! (More are available through your District Executive or at the Council Office).

EVERY UNIT: Is encouraged to develop their own prize plan in addition to the rewards plan the Council provides. This will increase competition among the Scouts and increase your commission!

REWARDS: All Unit Rewards Reports are to be submitted to the council (see the Unit Rewards Report Form instructions) by your May 2, 2019 Roundtable

COMMISSION: The unit receives a 40% commission on each card sold as long as settlement is on or before your May District Roundtable (May 2nd). After your May Roundtable, your commission will drop to 30%. On the Monday after your May Roundtable (May 6th), your commission will drop to 20%.

RETURNS: All remaining Camp Cards must be turned in with your money settlement on or before your May 2, 2019 District Roundtable. Due to the Camp Card Sales Plan & Process, **ALL** Camp Cards **MUST** be accounted for.

If your sale is complete before the May 2, 2019 Roundtable, please turn in your cards and money to your DE or Council Office. (Please do not hold on to cards if your sale is over. Return them to the Council Office for other units to attempt to sell.)



2019 CAMP CARD SALES CALENDAR

- February 7** Council/ District/ Unit Kickoff Meetings. Come one, come all!
- February Roundtable** Unit Camp Card Coordinator Training and Camp Cards Distributed.
- February** Unit Coordinators direct Kick-Off meetings at Unit meetings...deal out & begin selling Camp Cards!
- Weekly Prize Drawings** Weekly Prize Drawing Forms are due on each Monday before 12pm/Noon on: March 4, 11, 18, 25, April 1, 8, 15, 22. A final Drawing will be held on Monday, April 29 for the Weekly Drawing Grand Prize. (Let's try to get all deserving Scouts' names in.)
- March – April** Scouts report on status of sales to Unit Camp Card Coordinators. More Camp Cards are issued as needed and are available from your District Executive and at the Council Service Center.
- May 2 Roundtable** Turn in the Unit Rewards Report form, ALL unsold Camp Cards, and money settlements as a unit to the council.

STEPS TO CAMP CARD SALES SUCCESS

1. Hold a meeting to kick-off your unit's Camp Card sale, distribute cards, and brainstorm a sales plan.
Explain the following:
 - ✓ Camp Cards
 - ✓ Importance of your Scouts/families to select the camp that fits their summer schedule.
 - ✓ The importance of "outing" in Scouting.
 - ✓ Start out selling cards to everyone who lives in your house.
 - ✓ Always wear your uniform while you are out selling cards.
 - ✓ Be neat and clean. Be courteous and smile.
 - ✓ List your neighbors – those on each side of the street. Visit them soon.
 - ✓ Explain to your customers what it is all about- How you can earn your way to camp.
2. Have each Scout/family set a goal on how many Camp Cards to sell and select the rewards they wish to achieve.
3. Set a Unit Goal for the number of Camp Cards to sell. Make it a realistic one. Most units earn enough money to purchase new equipment: tents, sleeping bags, canoes, summer camp, day camp etc., for a year's operations.
4. Let them know that most grocery stores and shopping centers will let you sell cards outside (ask for permission first). Have the Camp Card blown up to poster size and display it outside the store.
5. Set up a buddy system. Ask Scouts to go out in twos. Have a team goal for each set of buddies and a prize for the two that have the highest sales.
6. Establish friendly competition between Dens, Patrols and Crews. Provide extra incentives. This teaches good work and team business ethic.
7. *Be Safe.*
8. *Be Enthusiastic!*
9. *Have FUN!*

CAMP CARD

Unit Camp Card Coordinator Job Description

Skills: An ideal Unit Camp Card Coordinator has a “high energy”, sales-oriented personality and organizational skills. If you’re excited, they’ll be excited.

1. Develop the Unit’s Camp Card sales plan. Including:
 - A sales goal for your unit and promotion plan, including contest incentives.
 - Establish a sales goal for the individual Scout/family.
 - Establish safe selling guidelines.
 - Secure and supervise Show & Sell sites, dates and times.
2. Attend the District Camp Card Sales Kick-Off Training that will be on February 7, 2019 to receive your unit’s sales materials and instructions for Camp Cards.
3. Organize and conduct a Unit Kick-Off.
 - Promote the unit’s plan and rewards incentives. Get them enthusiastic!
 - Distribute the Camp Cards and sales materials to the Scouts, parents and leaders.
4. Submit the funds due to the council (*gross receipts – unit commission = due to council*) to your District Executive on or before your May Roundtable to receive your 40% commission.
 - The unit’s commission is reduced to 30% if received after 8:00 PM at your May 2, 2019 Roundtable.
 - The unit’s commission will be reduced to 20% if received after 5:00 PM on Monday, May 6, 2019 following your May Roundtable. After this date – no commission is guaranteed.
5. **To be eligible for Unit & Scout Rewards, a copy of your Unit Master Record, AND your Unit & Scout Rewards Report Form, AND all unsold cards MUST be received with your payment of money due to the Council at or before your May Roundtable or mail/turn into:
Mobile Area Council, BSA / 2587 Government Blvd. / Mobile, AL 36606**



CUB SCOUT CAMPING OPPORTUNITIES

CUB SCOUT DAY CAMP

Offered in June for each district. Cub Scout Day Camps are exciting day-time adventures that include Archery, BBs, Field Sports, Arts & Crafts, Scout Skills, Advancement Opportunities and MUCH MORE!
Cost: \$85.

CUB SCOUT RESIDENT CAMP

Cub Scouts (entering the 2nd & 3rd grades-Wolf & Bears) spend 3 days and 3 nights at camp. The days and evenings are packed with lots of Cub Scout fun and activities. Meals will be served in an air-conditioned dining hall. Parent/Guardian must accompany their Scout. Cost: \$150 (includes fee for 1 scout and 1 scout parent, additional adult is \$55).

WEBELOS SCOUT RESIDENT CAMP

WEBELOS (entering the 4th or 5th grade) Scouts spend 3 days and 3 nights at camp. The days and evenings are packed with lots of WEBELOS Scout activities working on activity pins and an introduction to Boy Scouting. Meals will be served in an air-conditioned dining hall. Parent/Guardian must accompany their Scout. Cost: \$150 (includes fee for 1 scout and 1 scout parent, additional adult is \$55).

BOY SCOUT CAMPING OPPORTUNITIES

BOY SCOUT SUMMER CAMP AT MAUBILA SCOUT RESERVATION

Select a week from June 9th or June 16th for 7 days and 6 nights of Boy Scout Summer Camp. Come with your troop or by yourself as a Provisional Scout. The activities range from Shooting Sports, Boating, Swimming, First Year Camper Program, and Merit Badge Advancements including Eagle Scout required merit badges. Cost: \$240.

BOY SCOUT WINTER CAMP AT MAUBILA SCOUT RESERVATION

Take your winter break in December and spend 4 days and 3 nights with your troop or by yourself as a Provisional Scout. Activities include Shooting Sports, Chess, and Merit Badge Advancements including Eagle Scout required merit badges. Cost: \$115.



Parents/ Leaders/ Scouts

CAMP CARD

Parents, you could just write a check, but what does that teach your Scout?
Your Scout can **earn** a Campership and help their unit at the same time.

The best part is, Scouts earned their way to camp!

<u>Program</u>	<u># of Cards Scout Sells for Campership</u>
Cub Scout Day Camp	55
Cub/Webelos Resident Camp	80
Boy Scout Winter Camp	90
Boy Scout Summer Camp	130

Cub Scout that sells 55 or more cards:

Congratulations, your Scout has earned a Campership to Cub Scout Day Camp!

An example of another option is a Scout does not earn a complete free Campership, but the Unit could help them go to Camp.

Cub Scout sells 50 cards.

Your Unit can use this option to help pay a Scout's way to Cub Scout Day Camp for \$85 and earn \$15.

*All money needs to be turned in *no later* than May 2nd, 2019*

*If paid on time.

WEEKLY & GRAND PRIZE DRAWING FORM

CAMP CARD

We will be doing two (2) drawings each week for camperships. You want to participate!

Scouts that have sold 10 or more Camp Cards during the current week qualify for the drawing.
(Please do not count prior week's sales.)

WEEKLY PRIZE DRAWINGS

Scouts can mail, hand-deliver, email, or fax this Camp Card Sales Weekly Prize Drawing Form each week to the council office to be eligible for the weekly prize drawing for a Camp Scholarship to a Mobile Area Council camp. Forms must be in the office before noon on the day of the drawing.

GRAND PRIZE DRAWING

On April 29th we will conduct a Grand Prize Drawing from all the Weekly Prize Drawing Forms submitted...the winner will receive a \$100 Gift Card for the Mobile Area Council Scout Shop!

Weekly Prize Drawing Forms are due by 12 pm/Noon on the dates below:

For the drawing held on (circle one): **March 4, 11, 18, 25 April 1, 8, 15, 22, 29.**
(Only submit if you have sold cards in increments of 10 cards).

I have sold # _____ Camp Cards this week by date circled above!

Scout's Name _____

Pack / Troop (circle one) # _____

If my Camp Card Weekly Prize Form is selected, I would like a campership to (circle one):

Cub Scout Day Camp

Cub Scout Resident Camp

**Cub Scout WEBELOS
Resident Camp**

Boy Scout Summer Camp

Boy Scout Winter Camp

Drop off or mail or fax to: Mobile Area Council – 2587 Government Blvd. – Mobile, AL 36606
Fax: 251-650-0298 Email: bertoler@scouting.org

Unit Camp Card Rewards Report Form

Pack/Troop/Crew # _____ Name _____
(Circle one)

Number of Scouts who sold 10 or more Camp Cards _____

Our Unit sold a total of _____ Camp Cards!

CAMPERSHIPS

The following Scouts have sold Camp Cards and are eligible to receive the following Campership:

Scout Name	# of Camp Cards Sold	Campership Requested

(Unit Coordinator Signature)

(Date)

To be eligible for Unit & Scout Rewards, a copy of this form MUST be received with your payment of money due, a copy of your Unit Master Record Form and all unsold cards at or before your May Roundtable

Or mail/turn into: Mobile Area Council, BSA / 2587 Government Blvd. / Mobile, AL 36606

2019 CAMP CARD UNIT ISSUE FORM

Pack/ Troop/ Crew # _____

This unit agrees to participate in the Camp Card Sales Campaign.

Date	Cards Issued	# Cards Paid For	Amount Paid	Cards OUT	Unit Initials	Office Initials

Name : _____

Address: _____

City: _____ **State:** AL **Zip Code:** _____

Phone # _____

Email address: _____